

WHAT IS CLAIMED IS:

1. An Integrative Medicine Health Care Program for prescribing unregulated therapeutic substances as an equivalent or superior treatment option to traditional pharmaceuticals and/or over-the-counter medicines within a mainstream medical care environment comprising:

a mainstream medical care environment comprising a Medical Care Entity staffed by one or more medical professionals having responsibility for treatment of patients with traditional medicines, natural therapeutics, nutritional supplements and combinations thereof, for a given medical condition;

means for identification of an unregulated therapeutic substance as a natural treatment for said given medical condition within said Medical Care Entity;

means for alerting said Medical Care Entity and its one or more medical professionals responsible for overseeing the care of said patients for said given medical condition, of the availability within the Program of said unregulated therapeutic substance as the natural treatment of the given medical condition;

means for soliciting said one or more medical professionals and their patients diagnosed with said given medical condition, to participate in the Program with the initiation of a treatment protocol for said unregulated therapeutic substance;

means for qualifying said patients in said Medical Care Entity for participation in the Program; and

means for administering said unregulated therapeutic substance to said qualified patients in accordance with a natural therapeutic treatment regimen, under the supervision of said Medical Care Entity,

wherein said unregulated therapeutic substance is obtained by the patient for administering to said patient by a prescription provided by the Medical Care Entity, and

wherein the administering of the unregulated therapeutic substance is administered as part of an integrative medical protocol within the mainstream medical care environment.

2. The Program according to Claim 1, wherein the administering of the unregulated therapeutic substance is administered as part of the integrative medical protocol within the mainstream medical care environment as an appropriate primary mode of treatment.

3. The Program according to Claim 1, wherein the administering of the unregulated therapeutic substance is administered as part of the integrative medical protocol within the mainstream medical care environment as an appropriate complimentary and alternative mode of treatment.

4. The Program according to Claim 1, further comprising:  
means for monitoring patient response to said unregulated therapeutic substance, within said Medical Care Entity.

5. The Program according to Claim 1, wherein each qualified patient is empowered to specify said unregulated therapeutic substance as a natural treatment for said qualified patient's given medical condition.

6. The Program according to Claim 1, further comprising:  
means for disseminating to the Medical Care Entity and its patients up-to-date technical and product information related to said unregulated therapeutic substance as a natural treatment for said given medical condition.

7. The Program according to Claim 1, further comprising:

means for supplying said unregulated therapeutic substance to patients pursuant to the prescription for said unregulated therapeutic substance issued by the Medical Care Entity.

8. The Program according to Claim 7, wherein the means for supplying said unregulated therapeutic substance to patients pursuant to the prescription for said unregulated therapeutic substance issued by the Medical Care Entity is a Nutraceutical Supplier of the unregulated therapeutic substance.

9. The Program according to Claim 8, wherein the Nutraceutical Supplier constitutes and is recognized by the Medical Care Entity and in the Program as a sole source designated Brand Name Nutraceutical Supplier from whom the prescription is filled.

10. The Program according to Claim 8, wherein the Medical Care Entity includes private medical practices, hospitals, established health care providers such as an HMO and PPO, Insurance Company Sponsored Plans, Union Sponsored Plans administered by a professional health care service provider and government agencies.

11. The Program according to Claim 10, wherein the Nutraceutical Supplier maintains fully documented natural therapeutic records, including certificates of analysis on each unregulated therapeutic substance and completed documentation related to each unregulated therapeutic substance's efficacy and safety.

12. The Program according to Claim 11, wherein the Nutraceutical Supplier further provides administrative and support services and education and information services to the Medical Care Entity and the established health care providers.

13. The Program according to Claim 12, wherein the means for identification of the unregulated therapeutic substance as the natural treatment for the given medical condition is by the Medical Care Entity identifying such unregulated therapeutic substance from one of the

administrative and support services, the education and information services, and a combination thereof, provided by the Nutraceutical Supplier.

14. The Program according to Claim 8, wherein the Nutraceutical Supplier alerts the Medical Care Entity of the availability of the unregulated therapeutic substance as the natural treatment of the given medical condition.

15. The Program according to Claim 13, wherein the Nutraceutical Supplier further supports the Program by providing educational tools, to the Medical Care Entity, the one or more medical professionals responsible for the patients participating in the Program, and to the patients themselves, the educational tools being in the form of an Internet based service that would provide answers to user questions, and in the form of searchable database services, including technical reference articles, related to the natural therapeutics and nutritional supplements, to alert the one or more medical professionals and patients to contra indications and potential interactions between the natural treatment for the given medical condition and the prescription for the unregulated therapeutic substance.